

Listing of Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

1. (**Currently Amended**) A computer implemented method for configuring one or more products over a computer network, the computer implemented method comprising the steps of:

storing product parameter data and a pricing algorithm on a data storage device such that the product parameter data is accessible by a product and parameter identifying and pricing computer and an online interface device connected to said network, wherein the data storage device is accessible to the pricing computer;

displaying on said user interface unit a graphical user interface (GUI) having representations of product parameter data obtained from said data storage device over said network;

~~receiving~~ creating a request over said network for a branded product ~~from a user through an online interface~~ wherein a user designates features for said branded product by selecting product parameter data displayed by the GUI and submits said features to said product and parameter identifying and pricing computer over said network;

separating the said branded product request using said product and parameter identifying and pricing computer connected to said network into at least an item, a process and an artwork wherein one or more item parameters, one or more process parameters and one or more artwork parameters are identified;

applying a said pricing algorithm using the product and parameter identifying and pricing computer ~~for assigning~~ to assign a price to the branded product, wherein the price is dynamically

generated using ~~the user customizable pricing data and formulas based in part on~~ the item, process, and artwork parameters identified using said product and parameter identifying and pricing computer;

linking ~~thesaid~~ item parameters, ~~the~~ said process parameters and ~~thesaid~~ artwork parameters using said product and parameter identifying and pricing computer to dynamically ~~create~~ generate a product identifier when the product is sourced, quoted or ordered, wherein the product identifier is defined by a combination of the product's item parameters, process parameters, and artwork parameters and;

branding the product as requested, wherein the product is identified by the product identifier.

2. **(Original)** The method of claim 1 wherein the step of separating the product further comprises the step of supplying an item template.

3. **(Original)** The method of claim 1 wherein the step of separating the product further comprises the step of supplying a process template.

4. **(Original)** The method of claim 2 wherein the step of separating the product further comprises the step of creating an item definition page based on the item template.

5. **(Original)** The method of claim 3 wherein the step of separating the product further comprises the step of creating a process definition page based on the process template.

6. **(Canceled)**

7. **(Previously Presented)** The method of claim 1 wherein the one or more item parameters comprise description information.

8. **(Previously Presented)** The method of claim 1 wherein the one or more process parameters comprise quantity break pricing information.

9. **(Previously Presented)** The method of claim 1 wherein the one or more process parameters comprise pricing information.

10. **(Cancelled).**

11. **(Currently Amended)** A computer implemented system for configuring one or more products over a computer network, the computer implemented system comprising:

~~an online interface for receiving a request for a branded product from a user;~~

a product and parameter identifying and pricing computer and product parameter data and pricing data hosted in a data storage unit, addressable on said network, and accessible by a remote user on a user interface unit having a user input means and a display;

a branded product creation module having a graphical user interface (GUI), the branded product module comprising:

a GUI generation engine operable to express a graphical depiction of the product parameter data and pricing data obtained from said data storage on the user interface unit display;

an ordering means operable to create a request over said network for a branded product wherein a user designates features for said branded product by selecting product parameter data displayed by the GUI and submits said features to said product and parameter identifying and pricing computer over said network;

a separating means ~~for~~ operable to separate[[ing]] the said branded product using said product and parameter identifying and pricing computer connected to said network into at

least an item, a process and an artwork wherein one or more item parameters, one or more process parameters and one or more artwork parameters are identified;

a pricing algorithm ~~for~~ operable to assign[[ing]] a price to ~~the~~ said product using said product and parameter identifying and pricing computer connected to said network wherein the price is dynamically generated using the ~~user customizable pricing data and formulas based in part on the~~ item, process, and artwork parameters identified using said product and parameter identifying and pricing computer;

a linking means ~~for~~ operable to link[[ing]] ~~the~~ said item parameters, the said process parameters and the said artwork parameters;

a ~~creating~~ generating means ~~for~~ operable to dynamically ~~creating~~ generate a product identifier using said product and parameter identifying and pricing computer when the product is sourced, quoted or ordered, wherein the product identifier is defined by a combination of the product's item parameters, process parameters, and artwork parameters and;

a branding means for branding the product as requested, wherein the product is identified by the product identifier.

12. **(Original)** The system of claim 11 wherein the separating means for separating the product further comprises means for supplying an item template.

13. **(Original)** The system of claim 11 wherein the separating means for separating the product further comprises means for supplying a process template.

14. **(Original)** The system of claim 12 wherein the separating means for separating the product further comprises means for creating an item definition page based on the item template.

15. **(Original)** The system of claim 13 wherein the separating means for separating the product further comprises means for creating a process definition page based on the process template.

16. **(Canceled)**

17. **(Previously Presented)** The system of claim 11 wherein the one or more item parameters comprise description information.

18. **(Previously Presented)** The system of claim 11 wherein the one or more process parameters comprise quantity break pricing information.

19. **(Previously Presented)** The system of claim 11 wherein the one or more process parameters comprise pricing information.

20. **(Canceled).**